

NEW HAMPSHIRE STATE LIQUOR COMMISSION
NOVEMBER 17, 2004, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Jazz Vodka)
 - b. Test Market Request (White Fang Schnapps)
 - c. Test Market Request (Pierre Ferrand Reserve Cognac)
 - d. Test Market Request (Canne Royale Rum)
 - e. Test Market Request (Muirhead Scotch)
 - f. Test Market Request (Old Pulteney Scotch)
 - g. Test Market Results (Codes #2613, #2877, #3494 & #3521)
 - 2) Line Extension Request (Hennessy VS Cognac, 200ML)
 - 3) Appeal of Delist (Codes #3431 and #3432)
- B. WINES:
 - 1) Proposed Wine Sale for February 2005
 - 2) NH State Liquor Commission Wine Tasting (Concord YMCA)
 - 3) Additional December Special Offer (1 item – Horizon Beverage Co.)
 - 4) January Special Offers:
 - a. 7 items – M.S. Walker
 - b. 4 items – Pine State Trading Company
 - c. 2 items – Perfecta Wine Company
 - d. 51 items – Executive Wine & Spirits/Martignetti Co.
 - e. 127 items – United Beverages, Inc.
 - 5) Close Outs:
 - a. Close Outs – Revised (tabled from 11/3/04, Item #B-4)
 - b. Close Outs (22 items – United Beverages, Inc.)
 - 6) United Special Purchase Offer

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- 7) Recommended Wine Specialty Products (40 items)
- 8) Not Recommended – Wine Allocation (3 items)
- 9) Recommended Allocated Wines for Distribution to Selected Stores
(13 items)
- 10) Primary Source Submissions (7 items – exclusive agent; 19 items –
imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford